Brent PTA Board Meeting

October 9, 2019

Meeting convened at 6:07 pm

Attendees: Nazanin, Neeraj, Tara, Norah, Courtney, Genevieve, Elizabeth Kraemer, Chloe, Ben, Charrise, Carol, Margaux

Genevieve opened up the meeting highlighting our successes with the Picnic, amazing launch of the Annual Fund.

Courtney made motion to adopt minutes. Nazanin seconded. Passed unanimously.

Updates and Reports

Treasurer’s Report - Neeraj

Neeraj gave the treasurer’s report. He flagged the school merchandise being higher than last year as an anomaly. He said the PTA will begin seeing the expenses from the Rising Together program. The Innovation Learning structure was still being built and the Recess Coach is in the process of being cleared. Once these occur, it will be reflected on the report.

Genevieve asked a question about customizing field trip fees to ask parents have you paid your field trip fees. Elizabeth said each form can be customized. This was suggested to make sure school fees were paid.

Nazanin needs to go in to be added as a signatory on accounts.

Neeraj asked about insurance. Carol says it goes to drop box and Denise manages this. Nazanin asked if we should update it for new board members. Norah said next meeting to look over the insurance.

An Employment Services Letter will be issued indicating when is the last time PTA paid out employment services, and then the account can be closed.

Neeraj brought up the reserved funds that was tabled for further discussion at the last meeting. He suggested 125K go into a money market. We currently have 180K. There are 2 accounts. One is for spending and the other is reserved funds. Reserved Funds + Capital will go in the money market.

Genevieve suggested we move forward to do the money market and discuss other details at a later meeting.

Nazanin made a motion o move 125K to money market. Tara seconds. Passes unanimously.

Communication Update - Courtney

Courtney informed the board that all new Brent Buddy families have been buddied up. It was suggested that Brent Buddies use school functions/activities like the learning showcases to link up with their new families.
Courtney provided an update on the Room Parents Social. Some of the topics raised were how to utilize room parents better and how to be energized. A name change was suggested because all Room Parents weren’t necessarily parents. Some were guardians. A couple of suggestions were Class Coordinators or Room Guardians.

It was also suggested that as Room Parents, there should be a clear outline as to what is required in this role. For example, set up a Google group.

In order to gather feedback on events, post surveys were suggested. Some surveys were like The Picnic, Parent/Teacher Conferences, Showcases, Multicultural Night.

Carol said an after action review survey was done on the fundraisers via survey monkey. Committee Chairs and volunteers received it. It was a great response.

It was decided that the surveys will only be applied to community engagement events like Multicultural Night and not faculty led events like field trips or Learning Showcases.

**Annual Fund Update – Tara**

Tara says the launch was successful. $18K was accumulated in 3 days. She feels good about the tactics and strategies and wants to keep the momentum going. She has been tracking family participation. She suggested using room parents as a way to communicate about fundraising efforts. A tax receipt/letter needs to be drafted for all individuals contributing so they can submit for tax preparation purposes. Neeraj said he will help with a monthly mail merge for this letter. Tara said the Week of the 21st and 28th will be information on how to sell to extended families for fundraising. She will also have QR codes available.

Update – Fun Run is on a Thursday. October 17th at 5:30pm. Tara suggested using Room Parents to promote. Kerry will draft a paragraph for room parents. There is a half mile and 1 mile race - $5 donation per child to register. This is to drive engagement, and All Purpose Pizza will donate 10% proceeds to Brent PTA at the end of the race. Nazanin brought up a point on how extended family can sponsor a kid in the race.

A Call Campaign was a strategy for larger donors. Some of these are moving on from Brent. Tara wanted to know how can we engage them still. Carol suggested a thank you campaign one week prior to asking to give again. Then we follow up with a personal call. She said there should be a good job of tracking so we are not calling multiple times. The solid call will take place November 21st.

Carol believed the Board should contribute 100% before we ask others to.

A text campaign was suggested where we text participation rates and links. Neeraj suggested to give family contribution amount range on webpage to speak to multiple constituents (average data and corporate match)

Tara said we need to speak to all constituents by having a small contribution giving campaign as well as appeal to big donors.
Nazanin suggested hanging QR codes on front door and back door. Norah said to not have a table at the Banner Parade Day. It’s a community event, she does not want it to be about money.

**Principal’s Update - Norah**

Norah provided an update on the Recess Coach saying the person is in the training process through PlayWorks. The Rising Together program has started which is run by Brent employees and has an affinity mission and very purpose filled.

She said the LSAT tackled homework as a concept. They thought about issues that affect students and faculty and then came up with the following process:

1. Gather information
2. Discuss
3. Craft
4. Committee Space
5. Pilot Period
6. Results/Review

Parent Teacher Conference was discussed in the LSAT meeting as well as making Report Card comments more understandable.

The broken playground equipment was discussed with SIT putting together a proposal. Norah did not want the PTA paying for this. It makes us liable. DCPS should be paying for this. We do not want families advocating individually.

**Modernization Update - Ben**

Ben wanted to demystify SIT. SIT has a perception of doing things in a black box, but it is a broader school based conversation. SIT orchestrated the tweet regarding the broken playground equipment and it was a trial run. This was more to raise awareness of the issue. SIT did not want families advocating separately.

Other issues SIT raised were parking concerns.

Ben outlined the Modernization schoolwide. There are 2 segments of the modernization agenda: long term and short term. The timeline depends on the City but SIT is advocating for this budget year or next.

Genevieve suggested we do a deep dive into SIT at a PTA meeting.

Some topics were moved around in PTA general meetings to make room for SIT. The following was suggested:

November - Deep Dive into SIT

October – Middle School

Another month – Technology
Norah said LSAT is not ready to discuss what topics need to be addressed for this year. The homework policy can be discussed in full if necessary.

It was suggested to have a 3 month calendar of events for PTA general meetings.

Meeting adjourned at 7:48pm

**Action Items:**

Do another push for school fees in Tues News

Tues News what does Brent Buddies become after the first 6 weeks of school

Corporate donations in Tues News